



THE NEW ADULT IN THE LIBRARY

What They Want, and What Libraries Can Offer

Presented by :

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Who am I?



- Kyla Hunt
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 - Author of *Library Programs and Services for New Adults* published by ABC-CLIO in 2017
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Overview

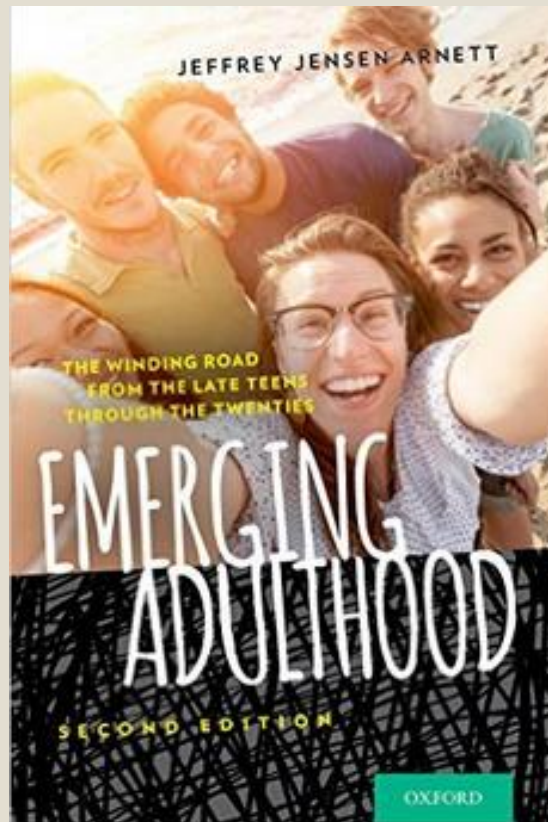
- Define New Adult
- Compare the needs of the new adult population with teens and adults
- Identify programs for the new adult population



WHAT IS A 'NEW ADULT' ANYWAY?

Looking beyond the teen years.

(Near) universal issues for 18-29 year olds



AGE OF IDENTITY EXPLORATION



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AGE OF INSTABILITY.



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AGE OF SELF-FOCUS.



Focus by Benny Lee is licensed under CC BY 2.0

AGE OF FEELING IN BETWEEN.



Between by d26b73 is licensed under CC BY 2.0

AGE OF POSSIBILITIES.



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What is the difference between a teen and a new adult?

Are today's new adults different?

Financial Assistance From Family by Age (% Regularly Receive Assistance)

Age Group	% Receive Assistance
18-34	19%
35-49	6
50-64	4

Source: Pew Research, March 2012

Young Adults Staying Close to Home (Because of Economy)

Age Group	% Living With Parents
All young adults	39%
18-24	53
25-29	41
30-34	17

Source: Pew Research, March 2012



PEW INTERNET LIBRARIES

Younger Americans' Library Habits and Expectations

BUT WAIT! I THOUGHT WE
WERE TALKING ABOUT
AN AGE RANGE, NOT A
GENERATION





NEW ADULTS
DON'T USE THE
LIBRARY, RIGHT?

Pew report from June 2017

- “Millennials are the most likely generation of Americans to use public libraries”
- This defines Millennials as ages 18-35 – our current new adults!
- <http://www.pewresearch.org/fact-tank/2017/06/21/millennials-are-the-most-likely-generation-of-americans-to-use-public-libraries/>

Accessing the library

- “About half of U.S. Millennials have visited a public library or bookmobile in the past year” (in 2016)
- 53% of Millennials, versus 45% of Genx X, 43% of Baby Boomers, and 36% of the Silent Generation

Library Door by Abigail Elder
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Virtual visits

- 41% of Millennials have visited a public library website versus 33% of Gen Xers, 24% of Boomers and 11% of the Silent Generation (in 2016)

Let's look closer

- Women use libraries more than men (54% vs. 39%)
- College graduates use the library more than those with only a high school diploma (56% vs 24%)
- Parents of minors are more likely to use the library than those without children (54% vs 43%)

New adults like paper books too!

- Younger Americans under age 30 are now significantly more likely than older adults to have read a book in print in the past year (75% of all Americans ages 16-29 say this, compared with 64% of those ages 30 and older).

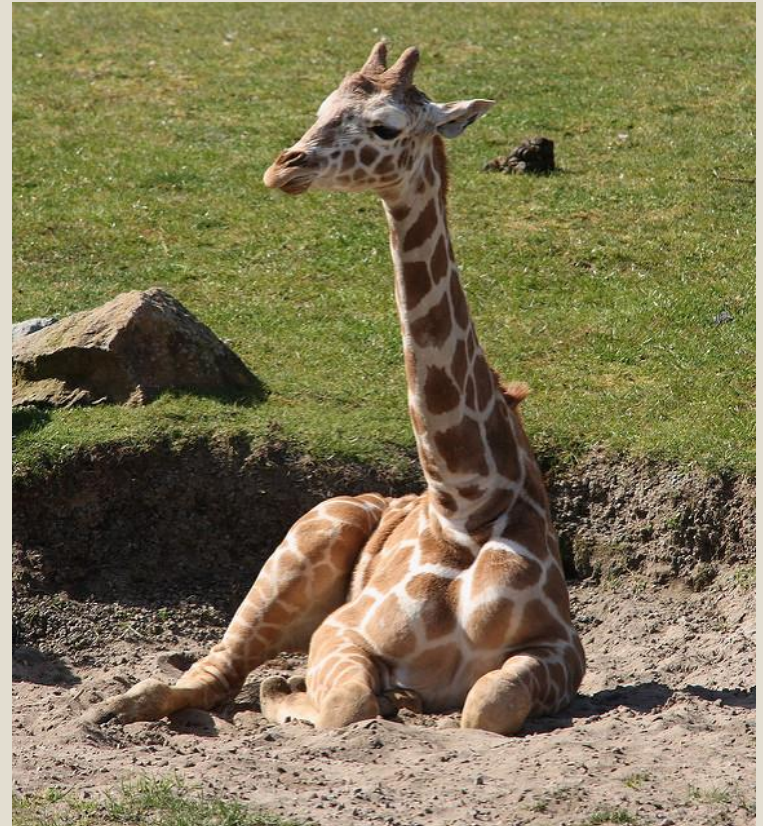


<http://www.pewinternet.org/2016/09/09/libraries-2016/>

Reading by **Sebastien Wiertz** is licensed under [CC BY 2.0](#)

Need to sit

- Additionally, younger patrons are significantly *more* likely than older library visitors to use the library as a space to sit and read, study, or consume media.
- Most younger Americans say that libraries should have completely separate locations or spaces for different services, such as children's services, computer labs, reading spaces, and meeting rooms.



Sit by John Loo is licensed under CC BY 2.0

Belief in the technology needs of the community

- 97% of Americans under age 30 say it is important for libraries to provide free computer and internet access to the community.
- 75% say it is “very important.”



What is very important?

- 80% of Americans under age 30 say it is “very important” for libraries to have **librarians to help people find information they need**
- 76% say it is “very important” for libraries to offer **research resources such as free databases**
- 75% say **free access to computers and the internet** is “very important” for libraries to have
- 75% say it is “very important” for libraries to offer **books for people to borrow**
- 72% say **quiet study spaces** are “very important”
- 72% say **programs and classes for children and teens** are “very important” for libraries to have
- 71% say it is “very important” for libraries to offer **job or career resources**

Libraries not as important to their lives

- **However**, even as young patrons are enthusiastic users of libraries, they are not as likely to see it as a valuable asset in their lives. Even though 16-17 year-olds rival 30-49 year-olds as the age groups most likely to have used a library in the past year, those in this.. age group are less likely to say that libraries are important to them and their families.



LIBRARY CHANGES

To attract new adults

Consider separate, quiet
spaces

Investigate getting an app for
your library

Invest in ebooks, but keep the
paper books around

Look at your hours

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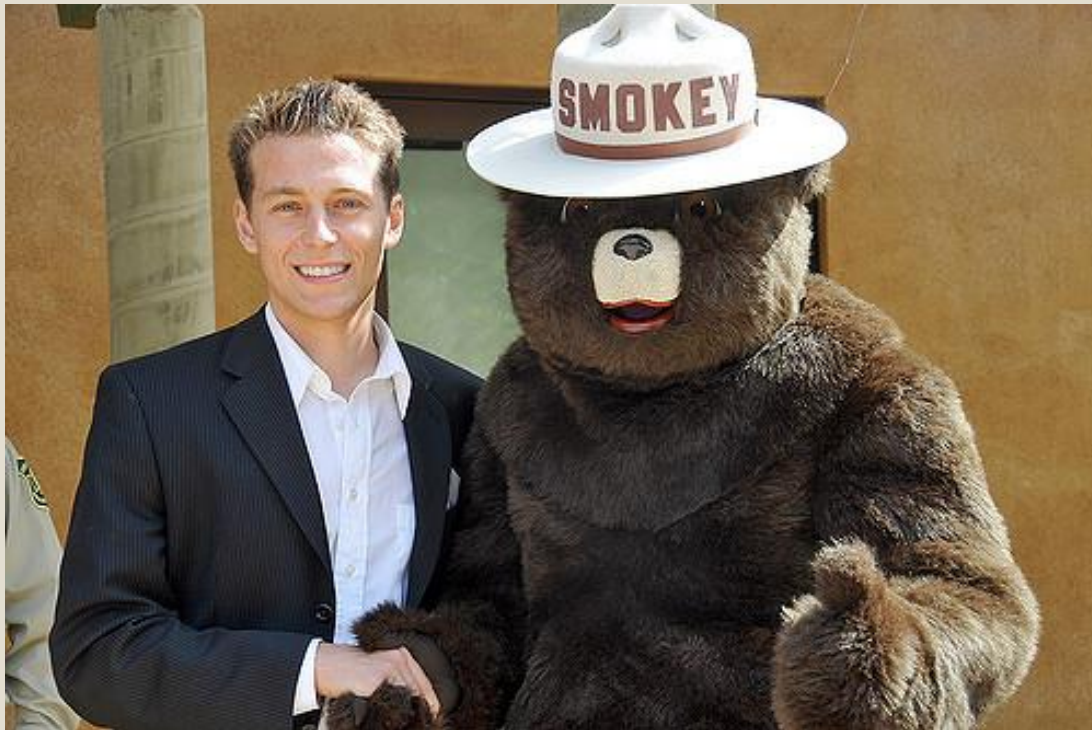
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Look at your hours



HOW TO REACH THEM?

Partners and internal library advocates



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Provide the spaces they need



<https://lib.byu.edu/services/family-friendly-study-room/>



PROGRAMS

The possibilities, what you need, and additional considerations

Financial workshop



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Financial workshop: topics

- Check writing
- Housing searching
- Loans 101
- The truth about credit cards
- Books and online resources
 - Campaign for Financial Literacy: Online Financial Resources (NYPL) - <http://www.nypl.org/help/getting-oriented/financial-literacy/web-resources>

Provide a disclaimer

- For professional advice, they need to go elsewhere
- As always, the library provides resources, not advice

Speed dating



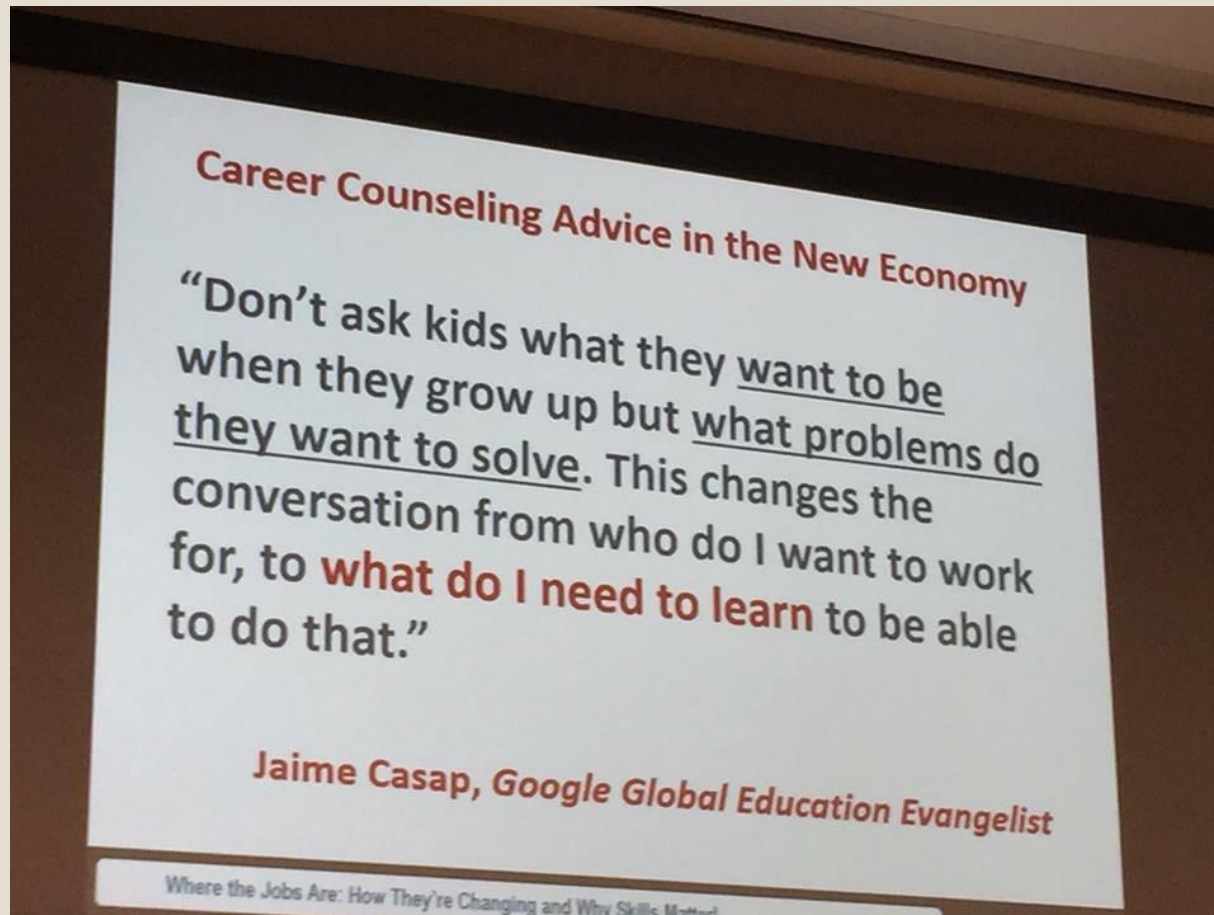
Speed dating: What you need

- Open room
- Food (if allowed)
- Chairs and possibly tables
- Facilitator with a timed agenda
- Timer
- Posted rules
- Sample questions for the people to ask each other – make them book related!

Speed dating: safety considerations

- Safety should be paramount
 - Set explicit rules on how and when contact information is shared
 - Try and have two or more moderators
 - If possible, hold the program for at least two hours before the library closes

Career nights



Career nights: what you need

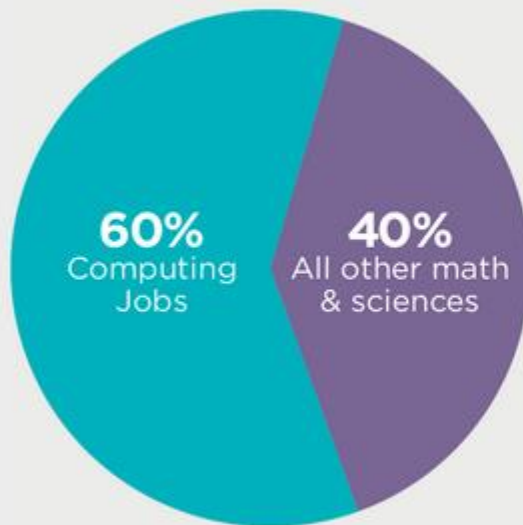
- Marketing to nearby schools (if you are a public library)
- Volunteers from the community
 - Employers
 - Speakers
 - Resume-reviewers
- Career-related books

Career nights: additional considerations

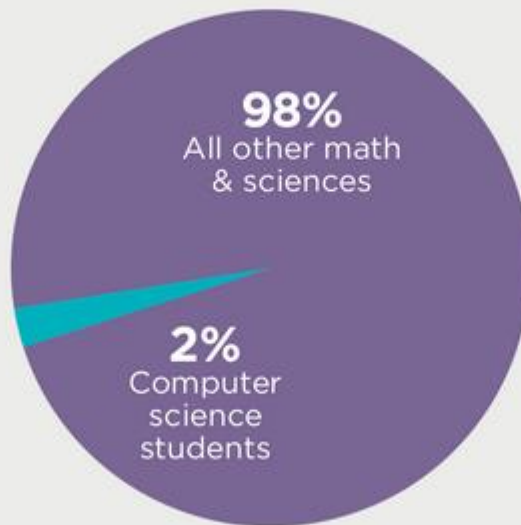
- A reminder that this is career *help* – not a guarantee of employment
- Have a list of local and online continuing education resources available
 - Career One Stop - <http://www.careeronestop.org/Toolkit/toolkit.aspx>
 - Gcflearnfree.org: <https://www.gcflearnfree.org/subjects/career/>

Job-focused coding workshops

The job/student gap in computer science



Jobs



Students

Less than 2.4% of college students graduate with a degree in computer science. And the **numbers have dropped since** last decade.

Coding workshops: What you need

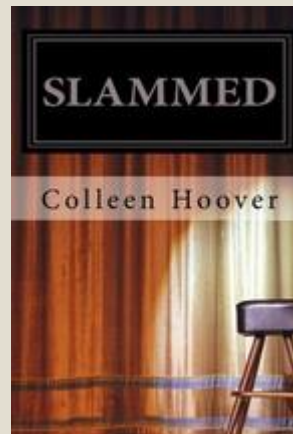
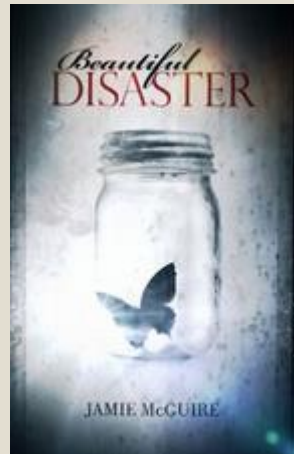
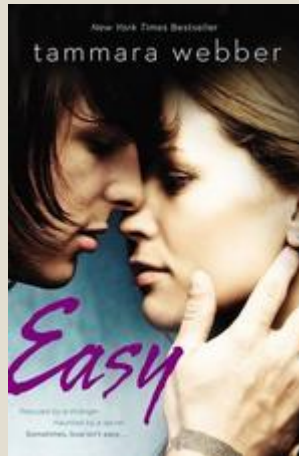
- A volunteer with at least a workable coding knowledge
- Preferably a computer lab – though you can do offline coding too!
- Online learning system
- Programming handouts/cheat sheets
(<https://www.khanacademy.org/coach-res/reference-for-coaches/teaching-computing/a/programming-classroom-handouts>)

Book clubs: what you need

- Room conducive to conversation
- Food (if possible)
- Moderator/facilitator

‘New adult’ books are a genre

- ...But you don't have to be limited by it



<https://www.goodreads.com/shelf/show/new-adult>

Go where new adults are



Afternoon Coffee Shop Work Session by Gavin St. Ours is licensed under CC BY 2.0

Concerts: use with caution



Mellow Yellow Performs in Killington by [Sherburne Memorial Library](#) is in the [Public Domain](#)

Final thoughts – new adults are not all the same

Urban



Rural



Questions?

- Email me!
- khunt@tsl.texas.gov